

# Honolulu Star-Bulletin

RILEY H. ALLEN - - - - - EDITOR

MONDAY.....JULY 19, 1915.

## AN ENDORSEMENT FOR SYSTEMATIC ADVERTISING.

Businessmen who have definite results to get which depend on interesting the public can get these results most quickly and economically by advertising.

That's what the Hawaiian Pineapple Packers' Association has realized, and to get country-wide advertising it will spend in the next few months \$68,000 on a big publicity and advertising campaign. The islands packers have a big crop to move and they have enlisted the all-powerful aid of publicity to do it.

The packers are taking the best business course—best because it is the most effective expenditure of money—that of letting the people know, through reliable and authoritative channels, what the businessman has to sell. The proprietor of a shoe store or a candy shop or an auto sales agency or a tailoring house or a drygoods concern or a real estate office or anything else that depends on sales for prosperity can get best results, quickest results, cheapest results by advertising in the publicity mediums which reach his patrons—and locally that means the newspapers, chiefly. Nowadays the concern which doesn't advertise is the one that is falling into a rut which sooner or later will become a gully and soon after that a bottomless pit.

Advertising by the retailer is store news—and if handled as such is remarkably attractive to readers. The Hawaiian pineapple packers in placing their stamp of approval on systematic advertising show that any concern, large or small, which wants to get results by reaching the buying public should do it by paid publicity and intelligent advertising. The community made up of live advertisers has an unbreakable grip of prosperity.

## MAUI AND THE TOURIST.

Our board of supervisors can hardly be blamed for refusing to continue the monthly donation of fifty dollars to the Hawaii Promotion Committee from Maui County. It is a doubtful investment at best, which has never yielded any tangible or adequate returns as far as Maui is concerned.

As an altruistic proposition it has its merits, but in a business sense it has proved worthless to Maui.

The charge has often been made, and we fear not without reason, that the Honolulu people instead of encouraging tourists to visit Maui have done their level best to discourage them from making the trip in order to keep them in Honolulu, claiming that we have nothing to offer them and what there is to be seen of scenic beauty is hard of access.

Be this as it may, the fact remains that Maui gets on an average of one tourist per month, and fifty dollars per head is too big a price to pay.—Maui Weekly Times.

## STILL UNEXPOSED.

The exposure of alleged popular leaders as the manikins of interests striving for opportunity to plunder Mexico would go far towards solving the Mexican problem.—St. Louis Post Dispatch.

The Wilson administration has sent a number of special agents, extra-special envoys and ultra-special emissaries to Mexico, who should, if they are men of intelligence, be able to inform the American people. But from Uncle John Lind—he of the padlocked lips—to Dr. William Bayard Hale their trips have done little to enlighten public opinion in the United States. Perhaps the time isn't yet ripe for "exposure."

In an address at San Francisco, W. J. Bryan said that women alone can bring universal and lasting peace. It is at least gratifying to know that he hasn't one illusion as to his own capacities.

A married man's habits qualify him to be a better soldier than the single man, says an exchange. He is more willing to take desperate chances.

The Socialists of Germany are growing more and more restless under the burden and suffering of war. In spite of the rigid censorship, indications continue to come forth of strenuous objections. Even the suppression of newspapers can't indefinitely throw back the tide of protest.

## DR. N. B. EMERSON.

A true-hearted and patriotic American citizen, a scholar, a devoted expounder of Hawaiian life, customs and traditions, a fine character has passed in the death of Dr. Nathaniel B. Emerson.

It was fitting that for him a really great achievement crowned a life of unsparing faithfulness and energy in whatever task, duty or recreational research he might be engaged. He had just finished a book upon Hawaiian myth which is monumental in its painstaking exactness and in its scholarship—a type of scholarship peculiarly difficult to compass. "Pele and Hiiaka," a synchronization of much of the legendry surrounding the famed volcanic queen, is the result of seven years of labor—a labor that for him was one of love. To this work he gave an immense amount of thoughtful care. His friends know the zeal with which he sought out fragments wherever obtainable, by word of mouth from Hawaiians of the elder generation, from old records, manuscripts and books, deduced from other writings where suggestions caught his ready attention.

With characteristic pains to produce nothing but the best, he undertook to see his book through the press and did so from beginning to end. The volume was published by the Star-Bulletin and members of the Star-Bulletin know with what assiduous care he corrected proofs and made changes the better to satisfy a nice discrimination in mechanical as well as literary style and substance. The result, it has gratified the Star-Bulletin to know, was one which pleased Dr. Emerson deeply.

This monumental work is of permanent value to Hawaii. It is a significant token of Dr. Emerson's character. Typically he paid his tribute of appreciation to the Hawaiian people who had helped him unselfishly through many a maze of labyrinthine legendry.

He once said to a member of the Star-Bulletin staff, discussing the correction of some galley-proofs of his book, "A misplaced comma causes me distress." The feeling was not irritation over the trivial, but anxiety lest in all things his book might not measure up to his ideal. Finding once that he had gone a step astray in the translation of a minor story, he delayed his book until he could make suitable correction. Nothing but the right thing, the right word, the right turn of phrase, the right impression upon his waiting audience, would satisfy him. So his book, besides being a monument to research in Hawaii's dim past, is a monument in literary expression.

His services to the Union during the Civil War; his work as a Christian man, a private physician, a public health official, a valued member of historical and sociological societies—all stamped him as a man of broad sympathies and devotion. His was a constructive type of citizenship whose thoroughness in small things makes for permanency.

The Outrigger Club is a splendid institution. Its value to the families of Honoluluans—to the future men and women of this city—is impossible to estimate. The campaign to raise needed funds for expansion and improvements should be a rousing success. It is the most successful of the "open-air camps" ever established because it prevents instead of repairs the damages of home confinement and lack of playgrounds.

The same spirit that seems to have actuated judges, jury, prosecuting attorney, and mobs in Georgia during the various Frank hearings actuated Leo M. Frank at the prison farm. It is the spirit of "getting" the accused man, no matter by what means.

All will read with regret of Judge Whitney's retirement from the bench to join a big law firm in Honolulu. It's more partisan politics of the Beautiful Bryan-San Domingo stripe.—Kohala Midget.

An anti-treating rule is being tried in England as a war measure. It would be equally efficacious in Hawaii as a peace measure.

Rumania has completed all the war preliminaries except issuing a Pink Book and claiming the guidance of divine Providence.

The Welsh coal troubles will soon come under the head of Britain's miner engagements.

Hawaii's swimmers continue to lead the world.

## LETTERS

(The Star-Bulletin invites free and frank discussion in this column on all legitimate subjects of current interest. Communications are constantly received to which no signature is attached. This paper will treat as confidential signatures to letters if the writers so desire, but cannot give space for anonymous communications.)

## THE FACTS ABOUT THE FILMS.

Hilo, July 15, 1915.  
Editor Honolulu Star-Bulletin.  
Sir: I have just got in from Puna and Kau this morning and saw the write-up in the morning paper. I'd like to give a correct idea of what the transaction is so you may insert it in your columns and put me straight with some of those suspicious characters. In brief the senators visited Queen Liliuokalani. I made the movies, they turned out so nice the senate ordered a copy and paid me for same with instructions to turn it over to the archives. I have made it but as yet have not finished the titles owing to a shortage of stock.  
I made the pictures for myself and reserve the right to make as many copies as I like and to show them any place I like. So you may see how near right the story was as printed.  
ED. K. FERNANDEZ.

## THE INTERVIEWS

—CHARLES F. LOOMIS of the Y. M. C. A.—I see that Lloyd Kilham, besides having a front page interview in the Kansas City Star, has a special illustrated Sunday feature in the same paper. The article and photos deal with our Oriental work here.

## Personal Mention

A. L. C. ATKINSON has returned to Honolulu from a business trip to Kauai.

FOSTER DAVIS, deputy federal court clerk, was back at his desk this morning after a two-weeks' vacation.

JAMES A. WILDER, who is spending the summer in Massachusetts, expects to return to Hawaii in November.

HENRY W. KINNEY, superintendent of public instruction, will leave for Kauai in the steamer Kinau tomorrow on a business trip.

SENATOR DELBERT E. METZGER and Mrs. Metzger will leave for the mainland in the steamer Niagara Thursday. They will be absent from the territory for several months.

LIEUT. H. WADA, a member of the aviation corps of the Japanese army, now on his way to study aviation methods in the English and French armies, is a passenger on the Tenyo Maru.

H. KOJIMA, recently appointed manager of the Los Angeles branch of the Yokohama Specie Bank, and famous throughout Japan as the "mountain poet," is on board the Tenyo Maru on his way to take up the new work in Los Angeles.

J. E. BURGESS, formerly consul general for the United States at Vienna and now vice-president of the Hupmobile company, and Mrs. Burgess, are passengers on the Tenyo Maru. Burgess has been touring the Far East in the interest of his company.

OTTO BRECHT, former head water luna for the Pioneer Mill Company, Lahaina, and now at the front with the German army, has been awarded the Iron Cross for efficient service in a recent sharp engagement near Ypres, says the Weekly Times of Wailuku.

FLOYD E. MATSON, formerly of the Star-Bulletin staff and for some time editor of the Hawaii Herald, is expected to arrive on the Niagara from Australia this week, bringing a bride, who was Miss Esther Gwendolyn Gould of Carnegie, near Melbourne. They were married, according to advance announcements, on July 3. Mr. Matson went to Australia to spend a vacation.

W. R. FARRINGTON, general business manager of the Star-Bulletin, with Mrs. Farrington, the Misses Ruth and Frances and Joseph Farrington, will sail on the steamer Manoa tomorrow for San Francisco. They will spend the summer in San Francisco and vicinity. Mr. Farrington will go to Los Angeles in the latter part of September to attend the convention of the American Typothetae and the Pen Franklin clubs. He will also attend the convention of agricultural colleges and experiment stations in Berkeley beginning August 11. Joseph Farrington leaves late in the summer to enter the University of Wisconsin.

"My man, where did you become such an expert swimmer?" "Why, lady," responded our hero modestly.—London Mail.

## CHURCH CROWDED FOR UNVEILING OF TWO TABLETS

Kawaiahao Filled With Large Audience to Do Honor to H. Bingham and B. W. Parker

Kawaiahao church was filled with an expectant audience yesterday morning at the usual hour for service. The occasion was the union service of the church with Kaunakapili in the unveiling of the tablet for Hiram Bingham II and that of Benjamin W. Parker, the father of Rev. H. H. Parker, the pastor of the church. The united choirs of the two churches rendered beautiful music.

At the unveiling of the first tablet Rev. Henry Parker was the principal speaker. He used both Hawaiian and English for his addresses, and with tenderness of feeling spoke of the life work of Hiram Bingham the Second. Miss Kate Reynolds, a niece of Mr. Bingham, who has been making her home with Mrs. Lydia Coan, unveiled the tablet. The second tablet, that of Benjamin W. Parker, was unveiled by Mrs. May Wilcox, granddaughter of Mr. Parker. The speech of the day was delivered by Rev. Stephen L. Desha, who paid a most eloquent tribute to the father of the present pastor of the Kawaiahao church.

The other parts in the interesting service were taken by Rev. S. L. Desha by offering the opening prayer, by Rev. O. H. Gulick, who read the Scripture lesson, and by Rev. S. W. Kekuewa, pastor of the Waiwala church, who was a pupil of Rev. B. W. Parker. At the Kaunakapili church in the afternoon at 4 o'clock the Lord's Supper was observed. Rev. E. S. Timoteo of Lahaina and Rev. S. W. Kekuewa of Waiwala were the leaders.

At 5 o'clock began the memorial service to Rev. Moses K. Nakuina. Rev. Akalo Akana offered the opening prayer, Rev. Wm. K. Poai read the Scriptures and Mrs. Julia Bowers then made a statement concerning the raising of the funds for the tablet. The addresses were delivered by the three delegates who, with Mr. Nakuina, made up the party of four from the territory who attended the Christian Endeavor Convention at St. Paul, Minn., two years ago—Peter N. Kahokuolu, Wm. Warner and Judge Arch S. Mahaula. The latter of the three made the principal speech. Two grandchildren of Mrs. Nakuina, the widow, unveiled the tablet. After the benediction by Rev. E. S. Timoteo, "Aloha Oe" was sung by the large congregation. This was Mr. Nakuina's favorite song.

## FIRST SERVICE AT NEW KAIMUKI CHURCH SUNDAY

With Henry Bond Restarick, bishop of Honolulu, presiding, the new church of the Epiphany, Tenth avenue, Kaimuki, was opened for worship at 11 o'clock yesterday morning. The ground for the new mission was broken on last Epiphany Day. For three years prior to yesterday services had been held in the parish guild hall.

The music for the services was furnished by the mission and cathedral choirs. At 11 o'clock they entered the building singing "The Church's One Foundation." At the close of the hymn the bishop and congregation recited the 122d psalm. The bishop then offered prayer. Following the singing of "Brightest and Best Are the Sons of the Morning," communion was celebrated. Rev. Charles D. Murphy read the Epistle and Rev. F. N. Merrill the Gospel.

The building committee, whose efforts were largely responsible for the new building, is composed of G. W. R. King, president; H. A. Schroeder and Capt. Frederick W. Plisterer and G. C. Hofgaard. Samuel H. Webb is warden and Thomas H. Gibson is superintendent of the Sunday school.

Rev. Charles G. Murphy of Los Angeles, who now is in Honolulu, will act as temporary pastor of the church.

tend the convention of agricultural colleges and experiment stations in Berkeley beginning August 11. Joseph Farrington leaves late in the summer to enter the University of Wisconsin.

"My man, where did you become such an expert swimmer?" "Why, lady," responded our hero modestly.—London Mail.

## FOR SALE.

LAIMI ROAD—2 lots in Nuuanu Tract, area 10,000 square feet, 2-room cottage. \$1000.  
ROYAL GROVE, Waikiki—One lot.  
EAST MANOA ROAD—Large Lot, area 14,500 square feet.  
LUNALILO ST.—6-Bedroom House.

For further particulars and list of other property call on  
**Guardian Trust Company, Ltd.,**  
Stangenwald Bldg., Merchant St.

## A leather belt with solid silver buckle for \$2.50

No man wants an "ordinary" kind of belt when he can wear one of these.

There are no holes in the strap, and the buckle has no tongue.

Trousers are held as tightly as desired, and in the position desired, by a patented feature which is unique in its serviceability.

Besides solid silver buckles, there are belts with gold buckles.

**Wichman & Co.,**  
Leading Jewelers

## WILL TURN MILAN INTO BIG MILITARY HOSPITAL

(Associated Press Correspondence.)

MILAN.—Twenty large military hospitals, furnished according to the requirements of modern medical and surgical science, have been prepared disposal.

In Milan for the reception of the wounded. All the hospitals are linked up with the railway station by streetcar lines for the conveyance of the wounded, which are graded at the station according to their wounds and sicknesses. It is estimated that Milan and vicinity has 25,000 beds at its disposal.

## FOR SALE.

House and over one acre of land close to car line. There is a fine view of city, mountains and harbor from the property.

House consists of 5 rooms; has electric lights, city water, gas, etc. It is corner property 300 feet on one street and 150 feet on the other. Price, \$3250.

Trent Trust Co.

## OUR TABLE WARE PATTERNS

Cannot be excelled. Our prices cannot be beaten.

**VIEIRA JEWELRY CO., LTD., 115 Hotel St.**

## DO YOU WANT A HOME NEAR THE BEACH?

Let us build a bungalow for you in "ROYAL GROVE" (across from Moana Hotel).

Pay down a few hundred dollars and the balance monthly like rent, and we will make it possible for you to realize that ONE great ambition—a home at Waikiki.

Investigate this at once. You cannot afford to delay, as only a few lots remain unsold. They are all desirable and the prices are reasonable. Make an appointment with our salesman to see these lots.

**Henry Waterhouse Trust Co.,**  
Limited.